SCHOLAR APPRECIATION WEEK April 2 - April 8, 1989

Cedars, Lake Shore Drive Lake George, New York 12845 April 28, 1989

Dear Merchant,

Dan and I would like to take this opportunity to thank you for your time and participation in helping to make the first annual Scholar Appreciation Week a success. We have received many enthusiastic responses from school administrators, parents and students. We have also heard comments from students not eligible this year who intend to work harder in order to be eligible next year. Student motivation, of course, is the main goal of our project.

Plans for the second Scholar Appreciation Week in 1990 are already underway. We anticipate a larger turnout from the business sector and welcome any ideas or suggestions you may have. We will plan on your participation in the 1990 Scholar Appreciation Week and will be forwarding information to you in the fall.

Thank you once again for your participation.

Sincerely,

John Miller Project Developer

> Dan Bennett Project Developer

JM/DB:em

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Scholar Appreciation Week has been supported by grants and donations from the following:

Greater Capital Region Teacher Center
Southern Adirondack League of Teachers
Adirondack Regional Chambers of Commerce
Leland Paper Company
Finch Pruyn & Co., Inc.
WWSC-Y96 Radio

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WWSC & Y961m

Chris Lynch

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In Appreciation

FOR YOUR CONTRIBUTION

TO THE

LAKE GEORGE WINTER CARNIVAL,

() () ()

,6116,



February 9, 1989

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REGIONAL OFFICES: Camp Goodwill Rotary Park Chittenango, NY 13037 313 635-9733

Long Island 734 Walt Whitman Road Melville, NY 11747 516 421-2200 Rick Dusenbury Y96 FM 217 Dix Avenue Glens Falls, NY 12801

Dear Rick:

This is just a token of my appreciation for the great job you did for the Easter Seals Volleyball Tournament. I really enjoyed working with you! Thanks again!

Sincerely,

Susan Davenport

Development Associate

SD:jm L62

Exh. 10/65

Center for the Developmentally Disabled and Prospect School

UNITED CEREBRAL PALSY ASSOCIATION OF THE TRI-COUNTIES, INC. 201 AVIATION ROAD (518) 798-0170 GLENS FALLS, NY 12801-1199



February 3, 1989

Mr. Christopher Lynch WWSC 217 Dix Avenue Glens Falls NY 12801

Dear Chris,

It is amazing but "Radio gets results" beyond a layman's expectations. We are so grateful for the growing community support we are receiving in response to the consistant, positive coverage on WWSC.

During the Sunday of the Albany Telethon, I mentioned on the air, that anyone in their car or anyone who didn't care to phone in a pledge, could mail a donation to First National Bank. To date, almost \$400 has been received that way.

We received \$1951.25 from the Jay-Mar Miller promotion that we could have lost to our national association without your help and your contacts with Claude Charlebris.

We appreciate Dave Covey's cooperation and sharing of his professional expertise with us. Nancy Gordon has a special empathy for our program and Don Racette has been a delight to work with, as has Bill Miller. And we bless Jackie for her patience and courtesy.

"We're all family." What a caring and supportive family it is! Thanks to all of you for everything.

Sincerely,

Marilyn R. Cohen Executive Director

MRC:mq

cc: Dave Covey

Ext. 10/66



NEW YORK EASTER SEAL SOCIETY, INC.

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Long Island 734 Walt Whitman Road Melville, NY 11747 516 421-2200 January 10, 1989

Rick Dusenbury Y96 FM 217 Dix Avenue Glens Falls, New York 12801

Dear Rick,

Once again, Y96 FM has helped Easter Seals in making another event successful.

Just to recap some of the things we talked about on the phone. All together we had a total of 35 volleyball teams who raised a total of \$9,648.04! That is a fantastic amount we blew our goal right out of the water!! Adirondack Construction was the top fund raising team with a total of \$2,112!

I think the event was great! I hope you and everyone at Y96 had a great time playing! The promotion that you gave the event made it successful and I thank you for that! I hope we get the chance to work together again! Thanks for your continued support of Easter Seals and we look forward to another successful event next year with Y96!

Thanks, Rick!

Sincerely,

Susan Davenport Development Associate

SD:ek

GLENS FALLS, NEW YORK

Sagamore calls for charities to apply

The Second Annual Sagamore Charity Ball Contest is under way to select which one will be the beneficiary of the resort's Second Annual Gala Charity Ball, set for Dec. 5.

Any non-profit charitable group or organization in Warren, Washington, Essex, Hamilton and northern Saratoga Counties is eligible to submit a 300-400 word essay describing the charity, why it should be chosen, and who the person writing the essay is. Essays should be sent by Oct. 2 to Laurie Shuman, Director of Public Relations, Sagamore Resort, Bolton, 12814. Call 644-9400, extension 6200. for more details.

Shuman says an independent panel of recognized community individuals will select the beneficiary based on its overall benefit to the community at large and its level of need.

Last year's charity ball raised hearly \$20,000 for Operation Santa Claus, says Jerry Eichin, who spearheads Operation



Santa Claus with Frank Munoff. "Without a doubt that was a great success."

Seating capacity at the black-tie optional gala will be 720, said Shuman. Last year, after more tables were added when the original 590 tickets sold out, 620 people paid \$37.50 each for tickets, with \$20 from each ticket going to Operation Santa Claus. Shuman didn't have the exact price yet for this year's tickets, but said, "We plan on following the same basic format." They plan to run the gala's auction a little differently and have more dancing, she added.

The money from last year's gala allowed Operation Santa Claus to increase its coverage to a total of about 23 school districts, says Eichin, adding that this year they are planning a "Christmas Wish" program called "Kids Helping Kids" in conjunction with radio station WWSC/Y96.

Although not 100% definite yet, the plan is to have school districts come up with their own fundraising programs and then hopefully have Operation Santa Claus fundraising provide matching funds, said Eichin. The district raising the most money per capita would receive a trophy and a free dance from Y96 with possibly a live remote broadcast from the school, he added. —David Cederstrom

Santa's lhelpers run to aid kids

B3y Edward Fitzpatrick **St**taff Writer

· Operation Santa Claus completed its's second leg Sunday when 165 peeople competed in two Hudson r alls road races.

In the process, the runners raised \$88,500 for Operation Santa Claus a nonprofit, volunteer organization that buys clothing and food for needy children in the Glens Falls arrea, Co-Chairman Frank Munoff saaid.

The first leg of the fund drive invoolved a skate-a-thon at Skateland off Glens Falls last Saturday, Miunoff said. That event garnered \$110,000, he said.

Sunday marked the road race's seeventh year, Munoff said. Runners hruffed and puffed through either a 5-i kilometer or 10-kilometer course, booth of which began and ended at thre Hudson Falls Junior High / School on Notre Dame Street, he said.

Sunday also featured a breakfast ponsored by the Fort Edward-Hludson Falls Elks Lodge, Co-Chairwoman Corinne Peceu said. Clowns painted children's faces and made shapes with balloons, while St. Nick himself mingled throughout the meal, she said. eople planning to take part in the road race avoided the eat-and-run

ofption, she said. Now with the read race com-



Operation Santa was going full blast Sunday — with eating and running both under way. At right, Jody Martin, 11, a member of Girl Scout Troop 273, helps out at the Operation Santa breakfast at the Knights of Columbus Hall on Main Street in Hudson Falls. She takes a turn pouring coffee. Above, the Operation Santa run in Hudson Falls. (Tom Shaw photos)

Thursday, Co-Chairman Jerry Eichin said.

The Holiday Hope Chest harnesses the fund-raising energies of 22 area school districts, Eichin said. The schoolchildren will bring < the fruits of their efforts to the Route 9 McDonald's in Queensbury, he said. Radio station WYLR of Glens Falls is sponsoring the event, Eichin said.

During last year's Holiday Hope Chest, a schoolgirl hauled in \$1,200 with a can and bottle drive, while a Queensbury group raised money by selling Christmas bulbs made by an elderly lady, he said.

The anchor fund-raising effort comes Dec. 10, when about 650 Glens Falls area residents will kick up their heals in style at the Sagamore Hotel and probably raise about \$35,000, Munoff said.

sionals right down to the grass roots," he said.

When the fund-raisers are complèted, Operation Santa Clause will have raised more than \$60,000, Eichin said. That figure stands many times taller than the \$500 that the group raised in its first year - 1973, he said. Operation Santa Clause was born when Munoff walked 50 miles that year, Eichin said.

Munoff said the event aims to make Christmas Day a little more enjoyable for children in Warren, Washington and Saratoga counties and parts of Essex County. A network of about 1,000 volunteers serve as Santa'a elves, getting the gifts to parents of children who otherwise might not get the gifts, he said.

The gifts consist of food and

get together with group organizers and identify the children who need the gifts. This year, presents will go to about 3,500 children, she said.

Ms. Peceu said group members either give the money to school officials or do the shopping themselves. Some schools have parents pick up the gifts during school dave while other schools

attack the stores in the next few weeks," he said.

The following individuals won Sunday's races: Five-kilometer race: (Male) Reggie Beehner, 16.52 minutes: (Female) Sandra Barnes, 21.40 minutes. Ten-kilometer race: (Male) Bannon Corbett, 34.26; (Female) Jean Kerr, 40.11

Race organizers said they an-



November 17, 1988

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Long island 734 Walt Whitman Road Melville, NY 11747 316 421-2200

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The regulation of grant to a

Mr. Rick Dusenbery Y96-FM 217 Dix Avenue Glens Falls, NY 12801

Dear Rick:

Hi there! Thanks for calling today! I am enclosing a list of the teams that have already signed up for the tournament. If you could just announce them on air to encourage more teams to sign up early.

If you could let me know if anybody who may be interested in being an official, that would be great. I'll keep you updated weekly on the number of teams participating. Thanks again!

Sincerely,

Suran

Susan A. Davenport Development Associate

Enclosure

SAD/cmn dueserbur



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315 408:5755
590 727:57-5

REGIONAL OFFICES:

Camp Troducill Rolany Park Chutenange, NY 10037 015-675-9735

Long Island 734 Watt Whitman Road Material No. 1774 November 15, 1988

Mr. Rick Dusenbery Y96-FM 217 Dix Avenue Glens Falls, NY 12801

Dear Rick:

As we near the end of 1988 and begin planning for another year, we often think of those who truly have made a difference. Your support for the Easter Seal Society has made a difference in the lives of the many disabled people we serve.

As a small token of our appreciation, please accept the enclosed 1989 Easter Seal Society pocket calendar.

We look forward to 1989 with a continued commitment to the disabled community, and we certainly hope that you will join us once again.

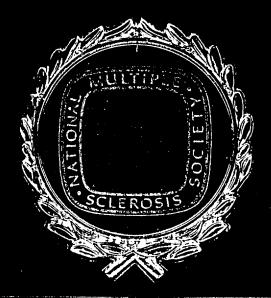
Thank you.

Susan

Susan A. Davenport Development Associate

Enclosure

PMK/sec L4



1988
ADIRONDACK 100
Meritorious Service
Award



Presented to
¥ 96 RADIO



50.00

Whose efforts have aided and advanced the fight against MS

Many thanks to

- Y96 -

عيبي شجنة

For swinging it and winging it

for

EASTER SEALS
SOFTBALL MARATHON 1988
AND

WING DING 1988









November 4, 1988

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REGIONAL OFFICES: Camp Goodwill Rotary Park Chittenango, NY 13037 315 655-9735

Long Island 734 Walt Whitman Road Metrille, NY 11747 516 421-2200 Mr. Rick Dusenbery Y96-FM 217 Dix Ave. Glens Falls, NY 12801

Dear Rick:

Hi there! Well, the time has finally come! The bulk mail has gone out already, and we have sent it to over 500 people. I am enclosing a copy of the flyer for you.

The mailing should hit by November 9th. I've enclosed a couple of public service announcements to follow up on the mailing. If you could start airing them next week, that would be great. I'll keep you posted on how we are doing. Thanks for all your help.

Sincerely,

Susan Davenport

Development Associate

SD/cmn



October 13, 1988

Mr. Rick Dusenbery Y96-FM Radio 217 Dix Avenue Glens Falls, NY 12801

Dear Rick:

Thanks for calling today to let me know that businesses are interested in the Volleyball Marathon. I am enclosing a public service announcement that gives you an idea of how to attract the businesses to the event. This is just a guideline for you, you can change it if you need to.

I think if you start announcing it at the end of October, it will encourage businesses to become involved. I am waiting to receive the Camber directory so I can add those businesses to my mailing list. I will be mailing the flyer to past participants, YMCA teams and area businesses. The mailing is planned for the first week of November with the telemarketing department following up in the second week.

Once I get the final list compiled for the mailing, I'll send you a copy. Let me know if you can get the team listings from the YMCA, I really appreciate it.

I will be in touch soon, and if you have any other questions, please do not hesitate to call!

Sincerely,

Susan Davenport Development Associate

Encl.

SD/sec L27

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Long Island 734 Walt Whitman Road Melville, NY 11747 516 421-2200 September 19, 1988

5622 Dutchess Ct. Newburgh, IN 47630

WYLR FM Radio Station Normandy Broadcasting Corp. 217 Dix avenue Llina Falls, N. y 12801

Dear WYLR,

I am in the seventh grade at Cadle Junior High in newburgh IN. Newburgh is close to Chansville, if you don't know where that is.

For a music project lack student in the seventh grade is writing to the radio station of their choice from all over the U.S. to learn more about the medium of radio. Our school has worked on this project for 12 years. We try to contact as many different radio stations as possible each yr.

Would you please assist us in our project? Would you please send a bumper stickers/posters— I for me to keep & one for the room to display on our classroom walls? Please send me any promotional material / paraphernalia you may also have available. Your material will join the hundreds of other radio stations from our organg progect.

you are to return any material

that you are sending to:

Lindsey Ireland 5622 Dutchess Ct. Newburgh, Iw 47630

as it would be on the envelope. Thank you for your assistance on our class project.

dooking borward to hearing from you soon,

Lindsey Oreland

P.S. Dehose your station because I like the Rind of Music you play play. What are your other sixter racio stations? Thank you for taking the time to read my letter.

Duland

June 12, 1990

Dear Ms. Bennett:

On behalf of the Warren-Hamilton Counties Community Action Agency and its Crime Prevention Program, Project M.A.S.H., the Warren County Sheriff's Department, and Mahoney-Notifier, Inc., please accept my sincere thanks for the opportunity to participate in a special evening edition of "Speak Up" on Tuesday, June 5th.

The "Crime Stoppers" program addressed a serious, local issue in a timely and efficient manner. Nancy Gordon was well prepared for the discussion and facilitated an informative dialogue amongst the four panel members.

WWSC/WYLR always seem to be at the forefront of local matters of importance and your commitment to promoting crime prevention is certainly worthy of our praise.

Sincerely,

Bennet F. Driscoll, Jr.

ALFONSE D'AMATO

520 HART BUILDING (202) 224-6542

United States Senate

WASHINGTON, D.C. 20510

August 28, 1990

C. P. Lynch
President
WWSC/WYLR
Glens Falls, New York

Dear Friend:

It gives me great pleasure to extend my sincere congratulations to you on being awarded the "Crystal Radio Award for Excellence in Local Achievement" by the NAB.

This is quite an honor, and you should be very proud of your outstanding achievement.

Once again, congratulations, and best wishes for your continued success in the future.

Sincerely,

Alfonse D'Amato United States Senator

AD:tq

Ext. 10/80

March of Dimes

March of Dimes Birth Defects Foundation NorthEastern New York Chapter Plaza 7 Executive Office Bldg. Room 100 1202 Troy Schenectady Rd. Latham, NY 12110 Telephone: 518 783 9363

May 10, 1990

Toby Sabian Chapter Director

Mr. David Covey WWSC/WYLR 217 Dix Avenue Glens Falls, NY 12801

Dear David:

Thank you for serving on the 1990 WalkAmerica committee. Your dedication, evidenced by your enthusiasm and assistance during the campaign, were major factors in our success.

I'm sure you'll be pleased to know the results of WalkAmerica for the entire chapter:

Walk site	# walkers	\$ pledged
Albany .	725	\$74,705
Amsterdam	175	\$10,829
Glens Falls	465	\$52,686
Hudson	91	\$ 6,960
Saratoga	362	\$33,483
Schenectady	162	\$ 9,472
TOTAL	1,980	\$188,135

As noble as our mission is, the success of WalkAmerica could only have happened with the commitment and participation of people such as yourself.

Once again, many thanks for your interest in the March of Dimes efforts to give every child a healthy start in life. We are deeply appreciative of your endeavors.

With best wishes,

Gail Warnecke Community Director

Eph. 10/81

WARREN/WASHINGTON COUNTIES

WWC

COUNCIL ON ALCOHOLISM AND SUBSTANCE ABUSE, INC.

Mary C. Traynor
Community Educator

Lynn M. Fennell
Administrative Assistant

Richard M. Lawless
Executive Director

May 14, 1990

Chris Lynch Station Manager Y96 FM 217 Dix Avenue Glens Falls. New York 12801

Dear Chris:

On behalf of the Board of Directors, Advisory Board and staff of the Warren/Washington Counties Council on Alcoholism and Substance Abuse, I want to thank you for your support of the Council's April activities. Both the Youth Fair at Aviation Mall and the Annual Dinner at the Queensbury were great successes, due in part to your contribution of publicity and the live remote.

Our Annual Dinner was a huge success, with over 150 people in attendance. Lieutenant Governor Stan Lundine, the guest speaker, spoke of the Governor's commitment to addressing the substance abuse problem, and the fiscal crisis confronting the State this year. In addition, the Youth Fair attracted hundreds of people, mainly parents with children. We distributed hundreds of pieces of literature, balloons and coloring books.

Please extend our thanks to Jake for his time and energy during the Fair. I know he wasn't feeling his best and we appreciate his efforts.

Your support and the support of others in the community was instrumental in our effort to bring together those interested in the prevention and treatment of substance abuse, and to celebrate the outstanding work being done in this field.

Once again, thank you for your support of our Second Annual Dinner.

Sincerely

Richard M. Lawless Executive Director





19

Glens Falls, New York 12801 • (518) 793-4491

April 24

Dear Chris,

The Earth Day Committee plans to prepare letters of appreciation to groups and organizations which contributed to the success of the local event last Sunday, but I want to send you and your stations my personal thank-you.

A thank you not only for the live coverage of the Prospect Mountain activity itself, but for the promotional announcements and ad libbed comments on Earth Day. Your staff did a great job; every time I turned on the radio I heard something about environmental concerns. Such concerns are especially appropriate for radio stations, as radio is the most efficient and least wasteful of the mass media.

Thank you,

Ron

Ron Pesha

P.S. Hanks to Bob Meyers, Mike Lawrence and every one elso who dug in to make Larth Week meaningful. Selwien Recycling projects, information and the like just at we're doing here is having some profound impacts on where we live.

Sponsored by Warren and Washington Counties under the Program of the State University of New York.

Exh. 10/83

Center for the Developmentally Disabled and Prospect School

UNITED CEREBRAL PALSY ASSOCIATION OF THE TRI-COUNTIES, INC. 201 AVIATION ROAD. QUEENSBURY, NY 12804-1199 (518) 798-0170



April 2, 1990

Christopher Lynch WWSC 217 Dix Avenue Glens Falls, NY 12801

Dear Chris,

I have a problem - how do I find words to really let you know how much we appreciate you and what you and your staff have done for us?

Ron Pesha said something that helps a little. When I tried to thank him he said, "The event itself is enough thanks." It is true that all of us involved get satisfaction from a job well done. And each year the Radio/Telethon is better and better.

We will have exceeded \$25,000 when all the money is in. The comments about the format and quality were uniformly positive. I can feel community support becoming more solid each year.

You'll be interested to know that as we prepare a new agency brochure, the theme is to be "We're All Family." How appropriate that phrase has become!

Please thank your staff for their time and cooperation. are happy to have initiated a very nervous Bruce Mathews to live television. He survived and we benefited. We are grateful to Bill Miller, to Nanci Gordon and to all those who minded the "store" during the event. A special note of thanks to Jackie for her patience and kindness.

Dave Covey is a special person and his advice and experience have been of immeasurable help in the success of the Radio/Telethon. It is difficult to thank him enough.

Our gratitude to you and the staff of WWSC. We are looking forward to next year's Radio/Telethon with pleasure and anticipation. Thanks again.

Sincerely,

Marilyn R. Cohen Executive Director

cc: Dave Covey

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WWSC/WY_R RADIO

N APPRECIATION FOR OUTSTANDING

SUPPORT OF THE 1990 BLOOD PROGRAM

ADIRONDACK CEAPTER AMERICAN RED CROSS

WARREN/WASHINGTON COUNTIES

COUNCIL ON ALCOHOLISM AND SUBSTANCE ABUSE, INC.

Richard M. Lawless **Executive Director**

Mary C. Traynor Community Educator

Lynn M. Fennell Administrative Assistant

April 2, 1990

Rick Dusenbery Y 96 FM 217 Dix Avenue Glens Falls, New York 12801

King Pig for 60 + 16 x day

Literary 4 Weeks

April 1991 Descript of literary

Volunteers

Dear Rick:

Thanks again for agreeing to do a live remote for Alcohol Free Weekend. The title of our youth fair is "I'm Free for the Weekend; Chemical Free Youth Carnival" The Carnival is in celebration of National Alcohol Awareness Month and Alcohol Free Weekend, which is April 6-8.

The Carnival is sponsored by our office, the BOCES Substance Abuse Prevention Program, and the Youth-At-Risk Community Partnership Project. We hope to deliver a strong message of abstinence for the upcoming prom and graduation festivities.

Attractions for the Carnival include a magician, clown and information booths, as well as your radio presence. The door prizes include:

Tuxedo rental from Jonathon Reid Free limo service from Adirondack Limousine Service Certificate for a free hairstyle from the Best Little Hairhouse

In addition we will be selling the Tshirts I have enclosed for you and Jake.

The hours of the Carnival are 6 p.m. - 9p.m. Friday and 10am - 5pm Saturday.

Finally, we have arranged for the mock jail for Jake. I have enclosed a copy of the CONTRACT FOR LIFE that we are hoping to have signed by parents and kids. I think a reasonable goal would be fifty of these contracts throughout the Carnival. We will start promoting the Contracts on Friday night, but will rely heavily on Jake to request people to sign them. He can state that we 50 signed contracts in order for him to get out of jail.

On another subject - I ahve arranged for three SADD kids to come to the radio station tomorrow (Tuesday) at 3:30 pm, to tape the PSAs. I will bring copy with me but timing will bw up to you. I haven't done this before.

Thanks again for all your help with our April activities. It is much easier to get the word out when we have this kind of community support.

Lie 60-72-wh



March 1, 1990

Mr. Rick Dusenbery Radio Station WYLR 217 Dix Avenue Gelns Falls, New York 12801

Dear Rick,

Thanks for agreeing to run the enclosed PSA during this year's Girl Scout Week, March 11 through 17.

The ad was created by Chiat/Day/Mojo for young teen girls. We'd be interested in hearing what you and Dave think of it.

This will be the first Girl Scout announcement to be aired by WYLR, so we're really looking forward to learning what kind of response it brings.

Thanks again.

Sincerely,

Kathy Wright

Public Relations Director